

Message Text

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PAGE 01 SINGAP 01286 220312Z

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ACTION COME-00

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R 210340Z MAR 74

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 0298

AMEMBASSY BANGKOK

AMCONSUL CHIANG MAI

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

AMCONSUL MEDAN

AMEMBASSY RANGOON

AMEMBASSY SAIGON

AMEMBASSY SEOUL

AMCONSUL SURABAYA

AMEMBASSY SUVA

AMEMBASSY TAIPEI

AMEMBASSY TOKYO

AMEMBASSY WELLINGTON

UNCLAS SINGAPORE 1286

E.O. 11652: N/A

TAGS: BEXP SN

SUBJECT: FAR EAST TRAINING PROGRAM FOR FSL COMMERCIAL SPECIALISTS

REF: DEPT A-1959, MAR 11, 1974

1. ATTENDING FROM SINGAPORE WILL BE: MR. ROBERT ANG, MR. RICHARD TAN, MR. ANDREW TAN, MR. WONG HONG CHIT FROM U.S. TRADE CENTER. MR. CHIA WAI PENG, THE EMBASSY'S SENIOR COMMERCIAL SPECIALIST, WILL SIT IN ON SOME SESSIONS AS WILL MISS PATRICIA LOCK, THE EMBASSY FSL COMMERCIAL SECRETARY.

2. EMBASSY CONFERENCE FACILITIES AND THE U.S. TRADE
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PAGE 02 SINGAP 01286 220312Z

CENTER ARE BOOKED ON THE SUGGESTED DATES. CONFERENCE

WILL HAVE TO BE HELD IN HOTEL. REQUEST WASHINGTON FUNDING.

3. WE WELCOME THIS LONG OVERDUE COURSE. IN FACT SINCE THIS IS FIRST COURSE FOR SOME TIME, WE WONDER IF IT SHOULD NOT BE DESIGNED FOR MORE EXPERIENCED FSL'S, PARTICULARLY FOR THE SENIOR FSL'S WHO HAVE TO TRAIN AND SUPERVISE THE JUNIOR FSL COMMERCIAL SPECIALISTS.

4. TOPICS PLANNED FOR SEMINAR WISELY INVOLVE FSL'S IN DISCUSSIONS AND LEADER ROLES BUT PERHAPS RELY TOO MUCH ON "HOW WE DO IT". WE SUSPECT THAT IF PROPERLY STIMULATED, PARTICIPANTS WILL EXCHANGE VIEWS ABOUT THE ROUTINE TASKS ON THEIR OWN TIME WHILE ASSOCIATING SOCIALLY. IF USDOC HAS SPECIFIC SUGGESTIONS GLEANED FROM WORLDWIDE EXPERIENCE FOR HANDLING BACKLOGS, CONTROLLING PAPER, RESOLVING BOTTLENECKS, ETC. WE BELIEVE ALL WILL BE INTERESTED IN HEARING.

5. WE BELIEVE THE SESSIONS DEALING WITH THE OTHER ROUTINE WORK SUCH AS TO'S, WTDR'S, INVESTMENT OPPORTUNITIES, COMMERCIAL LIBRARY, ETC. COULD BE CONSIDERABLY COMPRESSED. IF USDOC HAS SOME SPECIFIC NEW MATERIAL TO PRESENT ON THESE SUBJECTS WHICH WOULD IMPROVE THE GENERAL PERFORMANCE IT WOULD BE USEFUL. IF THIS MATERIAL IS PRESENTED WITH SUFFICIENT SKILL AND CONCISENESS, IT SHOULD STIMULATE THE DISCUSSION SOUGHT. COMBINED WITH THE SUBJECTS IN PARAGRAPH 4 IT COULD BE LIMITED TO ONE MORNING SESSION.

6. WE DO NOT BELIEVE A CRITIQUE OF PAST CERP REPORTING WOULD BE CONSTRUCTIVE. WITH AN ASIAN GROUP NO PERSON SHOULD HAVE ANY OF HIS OR HIS COLLEAGUE'S WORK HELD UP TO GROUP DISCUSSION. IF CERP REPORTS ARE INADEQUATE THE FSO SUPERVISOR IS RESPONSIBLE FOR IMPROVING THEM. AN FSL SEMINAR IS NOT THE APPROPRIATE FORUM. WE BELIEVE AN ENTIRE SESSION DEDICATED TO WATCHING AN INTERVIEW IS WASTE OF TIME AND WOULD BE INSULTING FOR SOME. EACH CULTURE DIFFERS AND WE SUSPECT THE FSL KNOWS BEST HOW TO DEAL WITH OWN NATIONALITY. TIME SAVED HERE COULD BE USED FOR SUGGESTIONS BELOW.

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PAGE 03 SINGAP 01286 220312Z

7. IN GENERAL WE BELIEVE THE COURSE SHOULD BE MADE STIMULATING AND SHOULD PROVIDE PARTICIPANTS WITH TOOLS WHICH THEY MAY NOT NOW POSSESS. FOR INSTANCE, ONLY ONE SESSION WILL BE DEDICATED TO MARKET RESEARCH. WE CONSIDER THIS AREA OF GREAT IMPORTANCE AND WHERE PROFESSIONAL TRAINING PARTICULARLY USEFUL. OUR FSL'S COULD BENEFIT FROM AT LEAST AN ENTIRE DAY ON THE SUBJECT. HALF DA COULD INCLUDE TECHNICAL LECTURES ON HANDLING

STATISTICS, SAMPLING, ANNUALIZING AND PROJECTING DATA, ETC. SOME PROGRAMMED INSTRUCTION MATERIALS COULD BE GIVEN TO THEM FOR THEIR CONTINUING DEVELOPMENT. ANOTHER HALF DAY WOULD BE DEDICATED TO THE ELEMENTS OF MARKET RESEARCH, THE PITFALLS, HOW MARKETS RELATE TO THE ECONOMY, ETC.

8. EMBASSY ALSO SUGGESTS THAT AN OVERVIEW OF THE U.S. ECONOMY SHOULD BE GIVEN. WHAT MAKES IT RICK, WHY U.S. MANUFACTURERS ARE RELUCTANT TO EXPORT, WHAT KIND OF REPORTING DO THEY REACT TO, WHAT AND WHY WE HAVE CERTAIN COMPETITIVE ADVANTAGE, WHY ECONOMY IS VIBRANT AND HEALTHY. THE PORTIONS OF THE SEMINAR SUGGESTED IS PARAGRAPHS 7 & 8 ABOVE SHOULD BE PRESENTED BY PROFESSIONAL EDUCATORS, IF POSSIBLE.

A FACULTY MEMBER FROM THE FSI ECONOMIC/COMMERCIAL COURSE WOULD BE PARTICULARLY SUITED TO PRESENT THE SUBJECT MATTER QUICKLY AND DIGESTABLY.

9. SINCE PRICE IS SUCH LARGE FACTOR IN ASIA, WE BELIEVE A SESSION ON "TOTAL COSTING" WOULD BE USEFUL SO THAT FSL'S CAN RESPOND DECISIVELY AND INTELLIGENTLY TO THE COMPLAINT THEY SO FREQUENTLY HEAR THAT U.S. GOODS ARE TOO EXPENSIVE. CATERPILLAR FAR EAST COULD GIVE THIS LECTURE AND PRESENT SOME CASE EXAMPLES.

10. SESSION ON READING A BALANCE SHEET AND FACTORS IN ANALYZING THE HEALTH OF A COMPANY WOULD BE INVALUABLE. A NUMBER OF U.S. BANKERS IN SINGAPORE COULD DO JUSTICE TO THIS SUBJECT.

11. IN SUMMARY THERE IS VERY LARGE AMOUNT OF USEFUL AND UNCLASSIFIED

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PAGE 04 SINGAP 01286 220312Z

STIMULATING MATERIAL THAT COULD BE PRESENTED AND WE URGE THAT TIME NOT BE TAKEN UP WITH ROUTINE, WELL COVERED OR OLD MATERIALS. TRAINING RESOURCES ARE HARD TO COME BY AND THIS VALUABLE OPPORTUNITY SHOULD NOT BE LOST. OUR FSL'S ARE BRIGHT AND QUITE ABLE TO ABSORB PROFESSIONAL MATERIAL BUT THEY NEED IMPROVEMENT IN THE AREAS WE SUGGEST. WE SUGGEST THAT THIS APPROACH WILL ALSO BENEFIT OTHER POSTS.
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